

IN-STORE SPECIAL ONLY

SONY

GET PAID TO TRADE

In-Store Summer 2024 Trade-in Trade-up • JULY 14 – SEPT. 30, 2024

Trade-in any working interchangeable lens camera and/or lens from any brand and receive^{*}

UP TO \$500 IN PURCHASE CREDIT

when you apply your trade-in value towards the purchase of Eligible Products^{**}

STACKABLE WITH INSTANT REBATES AND BUNDLES

ELIGIBLE PRODUCTS	MODEL #	RETAIL PRICE	TRADE-IN BONUS CREDIT	SALE PRICE
CAMERAS	α1 Camera Body	\$6,499 ⁹⁹	\$500	\$5,999 ⁹⁹
	α7R V Camera Body	\$3,899 ⁹⁹	\$300	\$3,599 ⁹⁹
	α7CR Camera Body - All Colors	\$2,999 ⁹⁹	\$300	\$2,699 ⁹⁹
	α7S III Camera Body	\$3,499 ⁹⁹	\$300	\$3,199 ⁹⁹
	α7 IV Camera Body + 28-70mm Zoom Lens	\$2,699 ⁹⁹	\$300	\$2,399 ⁹⁹
	α7 IV Camera Body	\$2,499 ⁹⁹	\$300	\$2,199 ⁹⁹
	α7C II Camera + 28-60mm Zoom Lens - All Colors	\$2,499 ⁹⁹	\$250	\$2,249 ⁹⁹
	α7C II Camera Body - All Colors	\$2,199 ⁹⁹	\$250	\$1,949 ⁹⁹
	ZV-E1 Camera Body - All Colors	\$2,199 ⁹⁹	\$150	\$2,049 ⁹⁹
	α6700 Camera Body + 18-135mm Power Zoom Lens	\$1,799 ⁹⁹	\$200	\$1,599 ⁹⁹
	α6700 Camera Body + 16-50mm Power Zoom Lens	\$1,499 ⁹⁹	\$200	\$1,299 ⁹⁹
	α6700 Camera Body	\$1,399 ⁹⁹	\$200	\$1,199 ⁹⁹
	Cinema Line FX6 Camera Series	\$5,999 ⁹⁹	\$700	\$5,299 ⁹⁹
	Cinema Line FX3 Camera	\$3,899 ⁹⁹	\$200	\$3,699 ⁹⁹
LENSSES	FE 24-105mm F4 G OSS	\$1,299 ⁹⁹	\$200	\$1,099 ⁹⁹
	FE 16-35mm F2.8 GM II	\$2,299 ⁹⁹	\$300	\$1,999 ⁹⁹
	FE 24-70mm F2.8 GM II	\$2,299 ⁹⁹	\$300	\$1,999 ⁹⁹
	FE 70-200mm F2.8 GM OSS II	\$2,799 ⁹⁹	\$300	\$2,499 ⁹⁹
	FE 16-35mm F2.8 GM	\$1,899 ⁹⁹	\$200	\$1,699 ⁹⁹
	FE 24-70mm F2.8 GM	\$1,699 ⁹⁹	\$200	\$1,499 ⁹⁹
	FE 70-200mm F2.8 GM OSS	\$1,999 ⁹⁹	\$200	\$1,799 ⁹⁹
	FE 100-400mm F4.5-5.6 GM OSS	\$2,499 ⁹⁹	\$200	\$2,299 ⁹⁹
	FE 200-600mm F5.6-6.3 G OSS	\$1,999 ⁹⁹	\$200	\$1,799 ⁹⁹
	FE 16-35mm F4 G	\$1,199 ⁹⁹	\$100	\$1,099 ⁹⁹
	FE 20-70mm F4 G	\$1,099 ⁹⁹	\$100	\$999 ⁹⁹
	FE 70-200mm F4 Macro G OSS II	\$1,699 ⁹⁹	\$200	\$1,499 ⁹⁹
	FE 24mm F1.4 GM	\$1,399 ⁹⁹	\$200	\$1,199 ⁹⁹
	FE 35mm F1.4 GM	\$1,399 ⁹⁹	\$200	\$1,199 ⁹⁹
	FE 50mm F1.2 GM	\$1,999 ⁹⁹	\$200	\$1,799 ⁹⁹
	FE 50mm F1.4 GM	\$1,299 ⁹⁹	\$200	\$1,099 ⁹⁹
	FE 85mm F1.4 GM	\$1,799 ⁹⁹	\$200	\$1,599 ⁹⁹
	E PZ 10-20mm F4 G	\$749 ⁹⁹	\$50	\$699 ⁹⁹
	E 16-55mm F2.8 G	\$1,399 ⁹⁹	\$100	\$1,299 ⁹⁹
	E 15mm F1.4 G	\$749 ⁹⁹	\$50	\$699 ⁹⁹
	E 11mm F1.8	\$549 ⁹⁹	\$50	\$499 ⁹⁹

For more information: <https://alphauniverse.com/promos/trade-in-trade-up>

* Sony Authorized Retailer determines whether it participates in the Trade-In Trade-Up program and the timeframe that it will participate between 7/1/2024 - 9/30/2024.

Offer, during Promotion Period, consists of up to \$500 credit toward the purchase of each Eligible Product.

During the Promotion Period, participating Sony Authorized Retailers will add a discount as specified herein to consumer's purchase receipt for every eligible trade in of one (1) a working digital or film interchangeable lens camera or lens (as specified herein) for every purchase of one (1) Eligible Product listed herein, usable at the time of Final Checkout or at the point of sale register. Sony Authorized Retailer may offer, on its own and in its sole discretion, a Trade-In amount that is separate and in addition to this offer and such Trade-In amount may vary including according to condition and age of the Trade-In. The discount amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of a new Eligible Product at the time of Trade-In. The discount to the consumer is forfeited if the new Eligible Product is returned for any reason or cause whatsoever. The Trade-In/used product must be surrendered at time of Trade-In (for e-commerce execution, physical receipt by the Sony Authorized Retailer or notification from carrier is considered an act of surrender). Multiple Trade-In/used products cannot be combined and applied to the purchase of any one item.

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